



Responsibility

At the heart of everything we do

CR Performance 2014

Statistical review against targets,
benchmarks and agreed indicators

Regulatory & Legislative

ITV Gender split

Seniority	2014		2013	
	Male	Female	Male	Female
Board of Directors	87.5%	12.5%	87.5%	12.5%
Senior managers*	70%	30%	72.2%	27.8%
All employees'	48.8%	51.2%	48.7%	51.3%

Figures based on headcount as at 31-Dec-2014.

*Of the six female senior managers, five were directors of consolidated Group companies

Access Services

Areas of Access	2014	2013
Ofcom quotas (Audio description (AD), Subtitling and British Sign Language)	Exceeded	Exceeded
Total hours of subtitled programming	35,350	36,700
Total hours of Audio described programming	9,700	9,600
Royal National Institute of Blind People (RNIB) target (20% AD)	Across all channels	Across all channels except Breakfast

Environmental

Total Greenhouse Gas emissions	2014	2013
Total gross CO ₂ e emissions	40,200 (tCO ₂ e)	43,485 (tCO ₂ e)
Scope 1: Direct emissions	11,180 (tCO ₂ e)	17,117 (tCO ₂ e)
Scope 2: Indirect emissions	29,021 (tCO ₂ e)	26,368 (tCO ₂ e)
Total revenue	£2,956m	£2,753m
Emissions per unit/£m turnover	13.6 (tCO ₂ e)	15.8 (tCO ₂ e)

Source: Utilyx analysis of ITV data.

The latest conversion factors specified in Defra and DECC's 2014 guidance were used as methodology. 28% of our data consumption is based on estimate. This is where we are the occupier of a property but do not pay the energy bills directly. Estimates are calculated from observed ITV consumption intensity and published benchmarks where relevant.

Inclusiveness

ITV Workforce

Not including freelance.

Personal Characteristics	Census 2011 benchmark (Eligible for work)	2014	2013
Age 50+	3% (census age 65)	15.4%	15.5%
Disability	8%	3%	3%
BAME	13%	9.5%	9%
Female	47%	52%	52%
LGB	6% (Stonewall survey)	5.6%	5.5%

Figures based on the number of employees who chose to disclose.

ITV onscreen portrayal for all ITV channels

Based on 70% of programmes returning data.

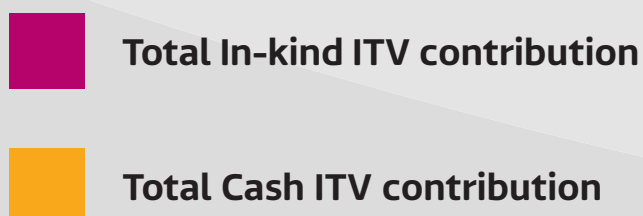
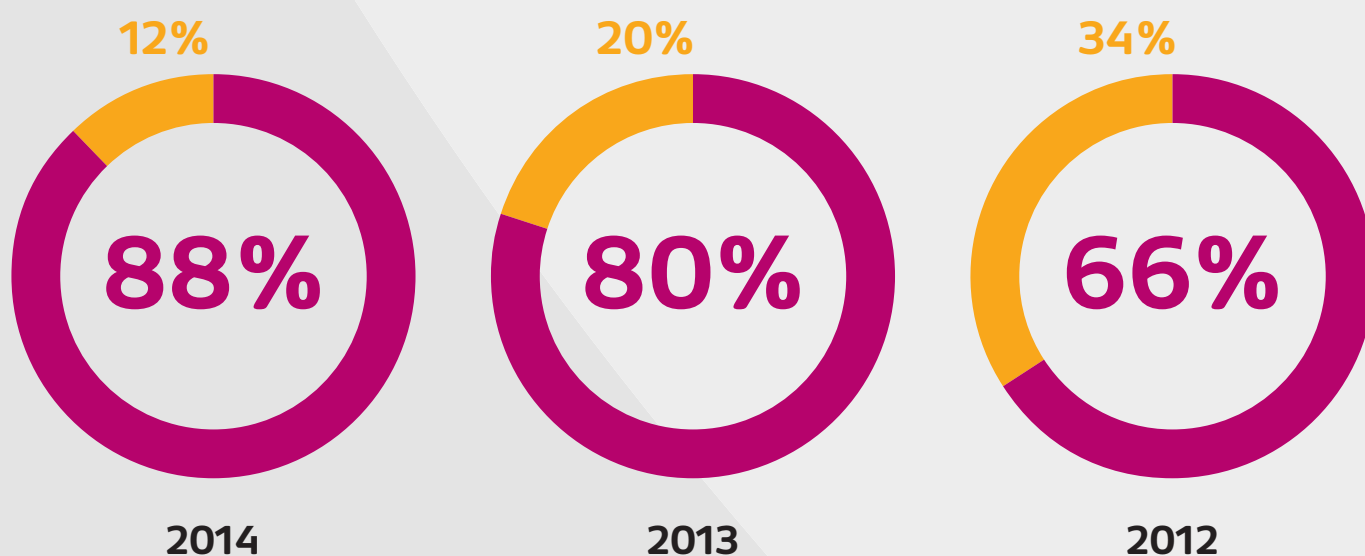
Personal Characteristics	Census 2011 benchmark (Total population)	2014	2013
Age 55+	16% (census age 65)	11.6%	11.6%
Disability	18%	0.7%	0.7%
BAME	14%	9.4%	7.8%
Female	51%	56%	55.1%
LGB	6% (Stonewall survey)	1.3%	1%

The figures are based on 'perceived' characteristics. i.e. what a viewer may interpret from what is being portrayed onscreen.

Community and Causes

Total contributions

Type of contribution	2014 full year	2013 full year	2012 full year
Total contribution	£15.4m	£8.3m	£5m
Contributions as a percentage of EBITA (FTSE 100 Benchmark 1%)	2.1%	1.3%	1%
Funds raised (e.g. public donations)	£12.3m	£7.8m	£10.5m
Non-monetary instances of public giving (e.g. volunteer time, donations of items)	4.8m instances	N/A	N/A



Appeals and Campaigns - Key contributions generated 2014

Included within total contributions table above.

**Raised
£6.3 million**
for UK charities

ITV's Christmas Appeal - *Text Santa*



**Raised
£6.5 million**
for international
charity, UNICEF

Soccer Aid



**Air-time
valued at over
£1 million**

used to encourage more
volunteers for local
sports clubs

ITV Local Heroes - *'No sport without support'*



**Generated
£4.7 million**

meals to help those in
need across the UK

Good Morning Britain's - *'Meal Appeal'*



itvresponsibility.com



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